# BANGLADESH TECHNICAL EDUCATION BOARD

Agargaon, Dhaka-1207

4-YEAR DIPLOMA-IN-ENGINEERING PROGRAM
SYLLABUS (PROBIDHAN-2016)

# TOURISM & HOSPITALITY TECHNOLOGY

TECHNOLOGY CODE: **699**

**6th SEMESTER**

DIPLOMA IN ENGINEERING

# DIPLOMA-IN- TOURISM AND HOSPITALITY

PROBIDHAN-2016

## 6th SEMESTER

| Sl. No | Subject code | Name of the subject | T | P | C | MARKS | | | | Total |
|--------|--------------|---------------------|---|---|---|-------|---|---|---|-------|
| | | | | | | Theory | | Practical | | |
| | | | | | | Cont. assess | Final exam. | Cont. assess | Final exam | |
| 1 | 69961 | Travel Agency & Ticketing | 2 | 6 | 4 | 40 | 60 | 50 | 50 | 200 |
| 2 | 69962 | Team Building & Leadership | 2 | 3 | 3 | 40 | 60 | 25 | 25 | 150 |
| 3 | 69963 | Hospitality Sales & Marketing | 2 | 3 | 3 | 40 | 60 | 25 | 25 | 150 |
| 4 | 69964 | Tourism policy, rules & regulation | 2 | 0 | 2 | 40 | 60 | 0 | 0 | 100 |
| 5 | 69965 | Principles of Tourism Management | 3 | 0 | 3 | 60 | 90 | 0 | 0 | 150 |
| 6 | 69966 | MICE Management | 2 | 3 | 3 | 40 | 60 | 25 | 25 | 150 |
| 7 | 69967 | Responsible Tourism | 3 | 0 | 3 | 60 | 90 | 0 | 0 | 150 |
| | | Total | 16 | 15 | 21 | 320 | 480 | 125 | 125 | 1050 |

## 69961   Travel Agency &Ticketing

| | T | P | C |
|---|---|---|---|
| | **2** | **6** | **4** |

**COURSE DESCRIPTION:**

This course is designed to introduce students to **Travel Agency & Ticketing** in Tourism Industry and will give students a fundamental understanding of these types of information systems and a practical experience with different types of information systems for tourism and Hospitality sector. Studies computer applications in the hospitality industry, including inventory control, restaurant systems, Reservation and ticketing system, bar and beverage systems, and telephone and security-management systems. Emphasizes guest tracking, electronic cash registers, and point-of-sale device

**COURSE OUTLINE:**

| Unit | Learning Outcome |
|---|---|
| 1. Understand Fundamentals of a Travel Agency | 1.1 Define Travel Agency<br>1.2 Explain History of Travel Agency<br>1.3 Explain Types of Travel Agencies<br>1.4 Define Functions of a travel agency.<br>1.5 Describe the travel agency as a service industry.<br>1.6 Elaborate Registration method for set up a travel agency |
| 2. Services offered by a travel agency | 2.1 Describe Travel related information to the customer.<br>2.2 Explain Visa Processing service arrangement<br>2.3  Arrange Rent A Car Service<br>2.4  Elaborate Hotel Booking for customers.<br>2.5 Arrange Sightseeing Tours<br>2.6 Explain Transfer Services<br>2.7 Support promotional activities on package Tour<br>2.8 Arrange travel insurance for traveler.<br>2.9 Arrange tailor-made package tour. |
| 3. Required knowledge for a Travel Agency | 3.1 Describe Required educational qualification<br>3.2 Explain knowledge required for travel related services.<br>3.3 Describe Organization Chart & departments of a Travel Agency<br>3.4 Elaborate Affiliations required for the Travel Agency<br>3.5 Explain Staffs Recruitment & Training Policy |
| 4. Understanding IATA | 4.1 Define IATA Geography<br>4.2  State IATA conference Area.<br>4.3 Define  IATA Global Indicator / Route<br>4.4 State IATA Time Calculation Method<br>4.5  Define Freedoms of IATA. |
| 5. Apply IATA code & terminology | 5.1 Define IATA Encode & Decode<br>5.2  Classify code in accordance with IATA guidelines.<br>5.3  Define IATA travel trade terminology. |

| | | 5.4 State radio alphabets. |
|---|---|---|
| 6. | Understand Flight Information | 6.1 Define GDS command. <br> 6.2 Identify flight schedule, Minimum connecting time, and flight availability by using GDS. <br> 6.3 Identify Origin and Destination of a route. <br> 6.4 Explain International Time calculator & Zone |
| 7. | Create Reservation(PNR) | 7.1 Describe passenger information for making reservation. <br> 7.2 Identify mandatory fields. <br> 7.3 Explain Passengers data. <br> 7.4 Define passenger name record command for create PNR (Passenger Name Record) <br> 7.5 Describe Seat and meals allotment <br> 7.6 Explain DOCs; DOCO; DOCA |
| 8. | Modify & cancel PNR. | 8.1 Describe passenger requirement /demand. <br> 8.2 Define passenger carrier, date & time, route change as per customer requirement. <br> 8.3 Identify passenger journey type booking class, carrier change is required. <br> 8.4 Define cancelation of reservation as per airline rules. <br> 8.5 Define cancelation of reservation as per client instruction. <br> 8.6 Identify mandatory field change criteria as per client request. |
| 9. | Insert other service in PNR | 9.1 Define OSI, SSR and Information collected from passenger. <br> 9.2 Explain OSI, SSR in PNR as per passenger request. <br> 9.3 Describe DOCS, DOCO &DOCA in PNR as per airline required. <br> 9.4 Modify OSI, SSR & remarks as per customer request. |
| 10. | Queue Management. | 10.1 Defined Queue & give command to display queue. <br> 10.2 Displayed queue status & give command to display a specific queue. <br> 10.3 Describe necessary action required for specific queue. <br> 10.4 Explain queue management as per carrier requirement. <br> 10.5 Describe close queue and sign out from queue. |
| 11. | Passenger air tariff (PAT) & criteria of fare | 11.1 Identify source of fare information <br> 11.2 Explain PAT(passenger air tariff) <br> 11.3 Define airlines routes & types <br> 11.4 Classify fare calculation <br> 11.5 Explain IATA rules on fare calculation |
| 12. | Fare Constructions | 12.1 Define fare calculation <br> 12.2 Classify Different type of fare construction <br> 12.3 Describe Child & Infant fare as per IATA rules. <br> 12.4 Develop Tax & Surcharges as per rules |
| 13. | Retrieve PNR & Insert required data for issue ticket | 13.1 Identify passenger booking valid for travel. <br> 13.2 Explain all ticket/fare rules & travel related service/documents in accordance with company procedure. <br> 13.3 Describe Appropriate fare is loaded & saved in PNR. <br> 13.4 State form of payment &agent commission in PNR. <br> 13.5 Identify issue & Generate ticket through automated system. |

| | 13.6 Explain Ticket Print & delivery formalities. |
|---|---|
| 14. Void/cancel Ticket & Print sales report | 14.1 Define ticket void/cancelled procedure. |
| | 14.2 Describe ticket reissue with/without surcharge. |
| | 14.3 Define sales report & print daily sales report. |

**PRACTICAL:**

1. Demonstrate Passenger Reservation
2. Compose OSI, SSR and Information collected from passenger through system
3. Observe DOCS, DOCO &DOCA in PNR as per airline required.
4. Demonstrate queue status & give command to display a specific queue.
5. Perform Different type of fare construction.
6. Originate issue& Generate ticket through automated system.
7. Demonstrate sales report & print daily sales report.

**TEXTBOOK/ REFERENCES**

1. Across Asia on the cheap (1973) Tony Maureen Wheeler.
2. A reference guide to the literature of travel vol 1 BY Cox Edward.
3. IATA Ticketing handbook- travel ready, published Aug 2018.
4. Ticketing handbook. 39<sup>th</sup> Edition  Published by IATA
5. Bottomed Reshow, Mike (1997). *The Travel Agent* (2nd Ed.). Sunderland: Business Education Publishers Ltd. ISBN 1-901888-00-2. OCLC 228287734

**69962      Team Building & Leadership**      **T      P      C**

**2      3      3**

**COURSE DESCRIPTION:**

This course is designed to introduce students to Team Building &Leadership in Tourism Industry and will give students a fundamental understanding of Team Building & Leadership skills for Tourism and Hospitality sector. This course will provide a practical overview of team dynamics. It will explore each student insight about his /her style and the styles of others on the team. Studying Team Building & Leadership in the hospitality industry, students will learn the tactics of communicating better within team. It will provide multiple exercises to allow for self-discovery and frank conversation.

**LEARNING OBJECTIVE:**

- Learn to identify the different types of team & develop different strategies for leading them
- Recognise the different team development stages and behaviours
- Master techniques to manage teams at each stage of development, known as Forming, Storming, Norming, Performing & Adjourning
- Develop a range of great team building activities
- Gain strategies & techniques to ensure effective & productive team meetings
- Develop great team problem solving & facilitation skills Learn techniques to foster teamwork & create a supportive team culture

**COURSE OUTLINE:**

| Unit | Learning Outcome |
|---|---|
| 1. Understand Team Building | 1.1 Define Team |
| | 1.2 Describe the types of team |
| | 1.3 Know the traditional team, self-directed team& E-teams |
| | 1.4 Identify the components of team. |
| | 1.5 Describe Team Building in the Hospitality Industry. |
| | 1.6 Describe Team work process. |
| | 1.7 Use team/group theories to analyze the process of working together. |
| 2. Understand how to form, lead and manage a team. | 2.1 Define success. |
| | 2.2 Know the overview of Tuchman & Jensen |
| | 2.3 Discuss four-phase model. |
| 3. Know the different stage of team development ( Forming-Storming-Norming-Performing) | 3.1 Identify the concepts of team development |
| | 3.2 Describe the four-phase model of team development, |
| | 3.3 Hallmark of this stage |
| | 3.4 What to do as a leader, |
| | 3.5 .What to do as a Follower |

| 4. Understand Team-building activities | 4.1 Define the benefits and disadvantage of teambuilding activities |
| | 4.2 Describe the team- building activities that wouldn't make people cringe. |
| | 4.3 Explain the location for team building. |
| 5. Understand Team meetings | 5.1 Describe making the team meetings |
| | 5.2 Set the time & place of meeting |
| | 5.3 Try 50 minute meeting |
| 6. Know how to solve the problem of a team | 6.1 Describe Brain storming. |
| | 6.2 Explain the six thinking Hats |
| | 6.3 Explain to build consensus. |
| 7. Knowing how to encourage Teamwork | 7.1 Know how something to do |
| | 7.2 Know how something to avoid |
| | 7.3  Know how something's to consider |
| 8. Understand major leadership theories and perspectives | 8.1 Define leadership |
| | 8.2 Explain leadership practices |
| | 8.3 Discuss core attributes of a leader |
| | 8.4 Explain Bill Fridays' guiding principles and the best practices. |
| | 8.5  Describe the weakness of a leader. |
| 9. Understand Motivation | 9.1 Introduce  Motivation |
| | 9.2 State Factors Influencing Motivation |
| | 9.3 Indentify 'Mission Driven' Problems |
| | 9.4  State Psychological Contract |
| | 9.5 Elaborate the 'Master Plan' |
| | 9.6 State Goal Setting |
| | 9.7 Apply Seven Rules of Motivation |
| 10. Understand Challenges of leadership | 10.1 Explain the challenges of leadership |
| | 10.2 Discuss application of trait, skill and style approaches. |
| | 10.3 Explain the ugly truth of leadership |
| | 10.4 Explain work place politics |
| | 10.5  Describe social, political and environmental limitations of leadership |

**PRACTICAL:**

1. Test- to have self evaluation. The set quiz  may give students a better sense of their strengths as a manager, and the areas that they need to work on when it comes to improving the morale and productivity of their team.
2. Think about your team members' strengths and weaknesses. Check the areas that would benefit them the most.
3. Think back to your last team-building activity. What worked? What didn't? What do you wish to do differently?
4. Look at your team's developmental needs, identify the particular challenges that you want to tackle, and make it clear what you want to accomplish.
5. Organized your favorite team-building activities into nine sections:
   • Icebreakers.            • Communication.                    • Eliminating Stereotypes.
   • Strategy and Planning.    • Building Interdependency and Trust. • Creative Thinking.
   • Problem Solving and Decision Making.        •Morale Building.  • Leadership

**TEXTBOOK/ REFERENCES BOOKS**

1. Groups That Work and Those That Don't: Creating Conditions for Effective Teamwork  By: J. Richard Hackman Publisher: Jossey Bass Wiley  ISBN: 1555421873
2. Effective Teamwork: Practical Lessons from Organisational Research  By: Michael A. West Publisher: Blackwell Publishing  ISBN: 1405110589
3. Creating Effective and Successful Teams (Ichor Business Books)   By: Thomas R. Keen Publisher: Purdue University Press  ISBN: 1557532893
4. The Wilder Nonprofit Field Guide to Developing Effective Teams   Beth Gilbertsen, VijitRamchandani By: Publisher: Amherst H Wilder Foundation  ISBN: 0940069202
5. The Leadership Challenge By: Kouzes, Posner Publisher: Jossey Bass Wiley  ISBN: 0787968331
6. The Leadership Challenge Workbook  By: James M. Kouzes, Barry Z. Posner Publisher: Jossey Bass Wiley  ISBN: 0787968218
7. The 18 Challenges of Leadership: A Practical, Structured Way to Develop Your Leadership Talent By: Shenaz Kelly-Rawat, Trevor Waldock Publisher: FT Prentice Hall  ISBN: 0273688103
8. How to Motivate Every Employee: 24 Proven Tactics to Spark Productivity in the Workplace  By: Anne Bruce Publisher: McGraw-Hill Education  ISBN: 0071413332
9. 1001 Ways to Motivate Yourself and Others  By: Sang H. Kim Publisher: Turtle Press  ISBN: 1880336073
10. **Web Sites**
    10.1  Team Building http://www.mapnp.org/library/grp_skll/teams/teams.htm
    10.2  Belbin Team Roles http://www.belbin.com/
    10.3  Animal Protection Society Management
    10.4  Team Technology http://www.teamtechnology.co.uk/tt/t-articl/mb-simpl.htm
    10.5  Myers Briggs http://www.myersbriggs.org/
    10.6  Keirsey Temperament Sorter http://keirsey.com/
    10.7  The Art and Science of Leadership http://www.nwlink.com/~donclark/leader/leader.html
    10.8  Leadership Now http://www.leadershipnow.com/
    10.9  Overview of Leadership in Organisations http://www.mapnp.org/library/ldrship/ldrship.htm
    10.10  Motivation Tools http://www.motivation-tools.com/
    10.11  Maslow: Principles of Motivation http://psychclassics.yorku.ca/Maslow/motivation.htm
    10.12  Accel Team: Motivation http://www.accel-team.com/motivation/
    10.13  Motivation to Learn: An Overview
       http://chiron.valdosta.edu/whuitt/col/motivation/motivate.html

## 69963      Hospitality Sales & Marketing     T    P    C
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**COURSE DESCRIPTION:**

This course is designed to introduce students' to **Hospitality Sales & Marketing** in Tourism Industry and will give students a fundamental understanding of these types of hospitality based sales and marketing disseminate information to the hospitality industry. Hospitality Sales and Marketing gives students the necessary skills to achieve their objectives through topic such as market segmentation, market research, advertising, public relations, pricing and revenue maximization.

Students acquire industry knowledge through and internationally – recognized hospitality programme, and gain valuable paid work experience during the co-op work term. Students will be prepared for variety of hospitality industry positions such as hospitality marketing assistant, sales associate, public relations coordinator, and more

**COURSE OUTLINE:**

| Unit | Learning Outcome |
|---|---|
| 1. Understanding Fundamentals of Hospitality Sales & Marketing | 1.1 Describe the main concepts of sales and marketing has internalised the principles of hospitality approach <br> 1.2 Mention potential sales & marketing opportunities and understands hospitality trends <br> 1.3 Explain central values and success factors of the sector on sales & marketing. <br> 1.4 Sate Customer's value and satisfaction of Hospitality Sales & Marketing. <br> 1.5 Explain Beneficiaries of Hospitality Sales & Marketing <br> 1.6 Describe Undesirable customer's – product, selling, marketing and social marketing concept in Hospitality on Sales & Marketing |
| 2. Service Characteristics of Hospitality Sales & Marketing | 2.1 Definition of Service Marketing <br> 2.2 Defines the service culture – Intangibility, Inseparability, <br> 2.3 State Variability, Perishability <br> 2.4 Explain Distinctive characteristics of service marketing Lack of Ownership. <br> 2.5 Illustrate Skills and Characteristics to Work in the Hospitality Industry. <br> 2.6 Defines the importance of service Marketing |

| Unit | Learning Outcome |
|---|---|
| 3. Knowledge on Objectives of Hospitality Sales & Marketing | 3.1 Explore the building of customer loyalty expectations and how these are utilized as marketing drivers.<br>3.2 Develop and understand the relationship of management and its importance to the sales and marketing strategy of the business.<br>3.3 Explore the various principals, concept, and systems utilized in the marketing and sales within the hospitality industry.<br>3.4 Identify the elements of brand management<br>3.5 Define Marketing mix theory and strategies |
| 4. Fundamental of sales in hospitality sector | 4.1 Describe the function of Sales Management<br>    a. Define Personal Selling<br>    b. Identify Sales Process<br>    c. Practice Computer Applications in Sales Management<br>4.2 Describe Sales force management<br>    a) Define Job Analysis, Recruitment and Selection<br>    b) Provide Training on Sales.<br>    c) Explain Compensation and Motivation of Sales Force<br>    d) Illustrate Monitoring and Performance Evaluation<br>4.3 Elaborate planning and control of the sales effort<br>    a) Sales Planning<br>    b) Sales Organization<br>    c) Sales Forecasting and Sales Quotas<br>    d) Sales Budgeting and Control |
| 5. Know Tourism Marketing | 5.1 State Marketing Mix – Demand, Needs & Desires.<br>5.2 Describe Nine Principles of Marketing Product, Price, Place, Promotion, Packaging, Process, People, Physical Evidence, and Pace.<br>5.3 State Marketing strategy for hospitality industry, Competitor – Types & strategies, STP in Hotels.<br>5.4 Mention Pricing strategies and techniques in hospitality.<br>5.5 Explain Publicity and Promotion: Attributes of Good Advertising, PR Tools, Functioning of Guest Relation Department<br>5.6 Describe Financial Control in Marketing, Marketing audit<br>5.7 Design & Managing Marketing Products.<br>5.8 Explain Product Lifecycle strategies. |
| 6. Marketing services in the hospitality industry. | 6.1 Explain marketing of services – concepts and issues Marketing of Services – Conceptual Frame Work<br>6.2 Describe marketing of hospitality services of Hospitality and Tourism Services |
| 7. Understanding international marketing on hospitality sales & | 7.1 Explain introduction to international marketing • Scope and Size of International Markets • Conceptual Framework |

| marketing | 7.2 Describe environment of international business • Cultural and Social Environment • Financial Environment |
| | 7.3 Elaborate international marketing mix • Product Policy and Planning • Advertising and Promotional Management |
| 8. Internal and Destination Marketing of Hospitality Sectors. | 8.1 Design Employee and Customer linked satisfaction |
| | 8.2 Establish of a service culture |
| | 8.3 Express Managing emotional labour and implementation of reward and recognition system |
| | 8.4 Define tourism destination and benefit of tourism |

**PRACTICAL:**

1. Demonstrate principles of Hospitality Sales & Marketing.
2.  Participate socio- economic Impact of Hospitality Sales & Marketing.
3. Perform resources & apply recycling procedures Hospitality Sales & Marketing.
4. Demonstrate the hospitality activities of Sales & Marketing.
5. Perform soft skills and negotiation skills.
6. Designing attractive and creative website development.
7. Replicate Internet explosion and e-marketing.
8. Demonstrate Selling skills
   a. Communication Skills
   b. Sales Presentation
   c. Negotiation Skills
   d. Retail Communication : Sales Displays

**TEXTBOOK/ REFERENCES**

1. Collection from the Book of - Marketing for Hospitality and Tourism ,
   Written By: Mr. Philip Kotlar, Mr. John T. Bowen, and Mr. James C.Makens
2. Groups That Work and Those That Don't: Creating Conditions for Effective Teamwork   By: J. Richard Hackman Publisher: Jossey Bass Wiley  ISBN: 1555421873
3. Effective Teamwork: Practical Lessons from Organisational Research   By: Michael A. West Publisher: Blackwell Publishing  ISBN: 1405110589
4. Creating Effective and Successful Teams (Ichor Business Books)   By: Thomas R. Keen Publisher: Purdue University Press  ISBN: 1557532893
5. The Wilder Nonprofit Field Guide to Developing Effective Teams    Beth Gilbertsen, VijitRamchandani By: Publisher: Amherst H Wilder Foundation  ISBN: 0940069202
6. The Leadership Challenge By: Kouzes, Posner Publisher: Jossey Bass Wiley  ISBN: 0787968331
7. The Leadership Challenge Workbook  By: James M. Kouzes, Barry Z. Posner Publisher: Jossey Bass Wiley  ISBN: 0787968218
8. Collection from Book of Social Marketing and Behaviour change: Models, Theory and applications , written By – Author Mr. Lukas Parker,  Author Linda Brennan, Author – Mr. Dang Nguyen, Author , Ms. Wayne Binney,  Author – Mr.Torgeir Aleti.

## 69964      Tourism Policy, Rules & Regulation      T    P    C
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**COURSE DESCRIPTION:**

This course is designed to introduce students to **Tourism Policy, Rules and Regulation** in Tourism Industry and will give students a fundamental understanding of Tourism Policy, Rules & Regulation for tourism and Hospitality sector.

**COURSE OUTLINE:**

| Unit | Learning Outcome |
|------|------------------|
| 1. Understanding of Tourism Policy | 1.1 Define the Tourism Policy<br>1.2 Identify Tourism Policy Formulation<br>1.3 Describe the Role of Government<br>1.4 Describe the Role of Public and Private sectors<br>1.5 Explain the Role of International, Multinational state and local tourism organizations in carrying out tourism policies.<br>1.6 Describe Tourism Policy and Destination Development |
| 4. The Components of Tourism Policy Objective | a. Identify Infrastructure<br>b. Define Environmental Preservation<br>c. Describe Awareness Building<br>d. Explain Employment Creation |
| 5. The factors of achieving of Tourism Policy | a. Identify the Legislation and Regulation<br>b. Explain Spending Methods in Tourism Development<br>c. Describe Facilitation of Tourism Development<br>d. Elaborate Tourism Taxation<br>e. Explain Policy Weakness & Enforcement |
| 6. Understanding of Tourism Rules & Regulations | a. Explain Tourism Management Acts<br>b. Define Environmental Policy<br>c. Describe Cultural& Historical Heritage<br>d. Explain Warning and penalties |
| 7. Implicate Rules & Regulations in Tourism Sector | a. Define Financial and technical co-operation<br>b. Describe Legal Enhancement<br>c. Explain Cultural constraints<br>d. Discover Barriers of Implementing Regulations |
| 8. Understanding of Licensing Requirement | a. Define the different types of license<br>b. Describe Issuance of License<br>c. Explain Refusal of License<br>d. Describe Renewal of License |
| 9. Understand Application procedure and payment of Visa | a. Explain Visa Issuance as per Law of the Land<br>b. Describe Visa Extension procedure<br>c. Describe Cancellation of Tours& Visa due to Offence |

| 10. Know Multifaceted Problems of Tourism in Bangladesh | a. Explain Law & Order |
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| | b. ExplainShort-Long Term Planning |
| | c. Describe Poor Monitoring of Concern Government Organizations |
| | d. Describe Government & Public - Private initiatives |
| | e. Explain Environmental Issues |

**TEXTBOOK/ REFERENCES**

1. New Inskeep, Edward, Tourism Planning:  An Integrated and Sustainable Development Approach (1991) VNR, New York.

2. Ashworth, G. J. (2000), The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford

3. B sh Parjatan Corporation. (2015). Corporate information. Retrieved from:

4. http://bit.ly/i5greK (accessed: The 10th August, 2015).

5. Bangladesh Tourism Board (2015). Bangladesh Tourism Board starts journey. Retrieved

6. Ahmed (2009) Tourism for an Amazing Bangladesh published in Financial Express on 29-06-2009

7. Brightman, H. (1981). Constraints to Effective Problem Solving. Business, 31(2):28-44

8. Canter, W. (1996). Environment impact assessment (2nd Ed.). New York: McGraw-Hill, Inc.

9. Bannock G., Baxter R. E & Davis E, Penguin Dictionary of Economics, Penguin Books, 6th edition, London 1998.

**69965**      **Principles of Tourism Management**    **T**    **P**    **C**

                                                                         **3**    **0**    **3**

**COURSE DESCRIPTION:**

This course has been developed to provide students with a general introduction to the concepts and practices of management in the tourism industry. The lectures will focus on understanding the development of tourism operations by introducing the main theoretical and conceptual approaches to tourism management and defining the scope of the operating environment. As well as presenting a series of audits of the operating environment of tourism organizations and highlighting the development of a range of tourism operations from a strategic perspective.

**LEARNING OBJECTIVE:**

- To possess and apply specific knowledge of tourism management as well as a range of transferable skills
- To demonstrate application of critical and creative thinking skills to practical and theoretical tourism management problems
- To be effective and confident communicators
- To display leadership and be able to assume positions of responsibility

**COURSE OUTLINE:**

| Unit | Learning Outcome |
|---|---|
| 1. Understand The Hospitality Industry And You | 1.1 List examples of the kinds of businesses that make up the hospitality industry. <br> 1.2 Understand the various roles that a hospitality manager serves. <br> 1.3 Describe your career plan in terms of a life's work and not just as an economic means of survival. <br> 1.4 Name three general career goals frequently cited by graduates seeking employment. <br> 1.5 Identify key trends driving change in employment opportunities in the hospitality industry. |
| 2. Understand Food, Lodging and Travel Management | 2.1 List by size the major components of the food service industry, and describe the economic impact that the food service industry has on the economy. <br> 2.2 Define the terms dining market and eating market, and describe and contrast the major kinds of restaurant operations in each <br> 2.3 Describe the evolution of lodging, and relate it to changing patterns of transportation, destinations, and guest needs. <br> 2.4 Identify the five conditions of competition in lodging, and explain their effects on the hotel business. <br> 2.5 Describe the important impact of tourism on local and national economies, and list the factors contributing to the growth of travel and |

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| | tourism. |
| | 2.6 Explain what factors have changed that contributes to the growth in tourism (in terms of societal changes). |
| 3. Understand Management: A New Way Of Thinking | 3.1 Understand how our view of "management" as a business function has evolved into its current definition. |
| | 3.2 Describe the contributions of early-twentieth-century management thinkers Frederick Taylor and Henri Fayol, and explain how their ideas influenced later management developments. |
| | 3.3 Describe the significance of the contributions E. M. Statler, Vernon and Gordon Stouffer, Howard Johnson, Harland Sanders, Ray Kroc, Kemmons Wilson, and Sam Barshop made to the development of hospitality industry management. |
| | 3.4 Describe how the customer, not the operator, ultimately defines a business. |
| 4. Planning In Hospitality Management | 4.1 Provide an example illustrating the necessity of planning at all levels. |
| | 4.2 Explain why it is important that the supervisor/manager's role involve both planning and acting on the plans of others. |
| | 4.3 Provide an example illustrating how the needs and wants of a guest/client drive the goal-setting and planning process. |
| | 4.4 Describe planning as a general management function (strategic planning), as an operation management function (tactical planning), and as work done by individuals for the organization and for themselves. |
| | 4.5 Understand how planning as a personal process can help shape your career. |
| | 4.6 Explain why policy development and long-range planning are important, and describe these tools related to these activities: return on investment and cost-benefit analysis. |
| 5. Organizing In Hospitality Management | 5.1 Name two sources of authority within the workplace, explain them, and state their limits. |
| | 5.2 List five common bases for dividing work into organizational units or departments, and name a specific segment of the hospitality industry likely to use each basis. |
| | 5.3 Describe line management and staff assistance functions, and explain the differences in authority that each exercises. |
| | 5.4 Explain the advantages and disadvantages of the following elements of organization theory and practice: the roles of committees, bureaucracy, and the one-boss theory. |
| 6. Understanding Staffing: Human Resources Management In Hospitality Management | 6.1 Understand the major issues pertaining to human resources management. |
| | 6.2 Explain why job descriptions are important, and describe how they are developed. |
| | 6.3 Name the major internal and external sources for identifying prospective employees, and list the advantages of each source. |
| | 6.4 Describe the selection and employment process and its major component activities of information gathering, induction, and |

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| | orientation. |
| | 6.5 Appreciate the need for training, and the costs associated with it (and the costs resulting from failure to provide training). |
| | 6.6 Depict the importance and financial implications surrounding employee retention. |
| | 6.7 Outline the general procedure of staff planning, and identify and describe the major tools used in that process. |
| 7. Understanding Control In Hospitality Management | 7.1 Explain how control relates to other functions of hospitality management and provide an example of how control functions as a future-oriented process and as a basis for management action. |
| | 7.2 Identify and describe four common characteristics of an effective control system. |
| | 7.3 Identify the two principal financial accounting statements used to report results of business operations, and explain their managerial purpose. |
| 8. Understand Leadership And Directing In Hospitality Management | 8.1 Describe how leadership and directing relate to three other functional responsibilities of management. |
| | 8.2 List and describe seven incentives that motivate people to accept direction on the job. |
| | 8.3 Explain and contrast two theories of leadership based on perceptions of employee attitudes toward work as identified by Douglas MacGregor. |
| | 8.4 Understand the factors that inhibit and support communication in the workplace. |
| | 8.5 Describe five key activities in which managers engage when directing. |
| | 8.6 Identify factors to consider when developing a flexible leadership style designed to achieve desired results. |
| 9. Understand Hospitality As A Service Industry | 9.1 Define service in terms of both guest experience and the operation's performance. |
| | 9.2 Describe the principal characteristics of service and contrast it to delivery of a physical product. |
| | 9.3 Describe what is necessary to successfully fulfill both the task and the interpersonal requirements of service. |
| | 9.4 Identify and describe the two basic approaches to managing the service process. |
| | 9.5 Explain how market segmentation forms the basis for a service strategy, and identify the requirements for establishing a strong service culture. |

**TEXTBOOK/ REFERENCES**

1. Text Book: "Introduction to Management in the Hospitality Industry" by Clayton w. Barrows, Tom Powers, Dennis Reynolds (10 edition), Published by John Wiley & Sons, Inc., Hoboken, New Jersey.
2. Tourism Management- An Introduction (4th Edition) By Stephen J Page
3. Management 13th Edition by Stephen P. Robbins and Mary A. Coulter

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5. Collier, A. (2006) Principles of Tourism: A New Zealand Perspective (7th ed.). Pearson, Auckland.
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7. Evans, N., Campbell, D. and Stonehouse, G. (2003) Strategic management for travel and tourism. Elsevier, Oxford.
8. Graham, A. (2008) Managing Airports: An international perspective (3rd ed.). Elsevier, Oxford.
9. Page, S. (2009) Tourism management: Managing for change (2nd ed.). Elsevier, Oxford.

**69966        MICE Management**      **T   P   C**

                                                                        **2   3   3**

**COURSE DESCRIPTION:**

This course gives students an overview of the MICE (Meetings, Incentive, Conventions and Events / Exhibitions) Sector of the tourism industry. Students will understand the managerial and operational Aspects pertaining to MICE industry. The purpose of this course is to emphasis on various facets of event and MICE planning, including: Event and association management, program planning, budgeting, marketing, public relations and advertising, food and beverage planning, audio visual and transportation coordination, exhibit sales and management, contract and lease negotiations, and human resources management; students should be able to describe and apply the principles of management to multi-function, multi-day conferences and events

**OBJECTIVES:**
**At the end of the course, the students will be able to:**
- list a variety of types of events and discuss the varying locations
- discuss the purpose, structure and size of varying events
- describe the role of various suppliers and contractors
- list and discuss the nature of support services available to the events planner
- discuss the role and structure of the organizing committee
- outline briefly the legislation relating to Events Management
- use methods of assessing the competition
- discuss methods of targeting the right market
- discuss methods of promoting conference/event
- develop a sales package for a particular conference or meeting
- managing various sales agents

**COURSE OUTLINE:**

| Unit | Learning Outcome |
|---|---|
| 1. Understanding of the concept of the MICE management | 1.1 Describe the introduction of MICE management.<br>1.2 Identify the basic term and concept in MICE.<br>1.3 Explain the types of MICE management.<br>1.4 Identify the values of MICE. |
| 2 Know the Event Management | 2.1 Describe the Impact of Event.<br>2.2 Identify the demand factors.<br>2.3 Explain Implication of Event.<br>2.4 Describe pre and post Event activities. |
| 3 Understand the Sector Involved in MICE management | 3.1 Describe the Hotel Venue Facilities.<br>3.2 Identify the role of Local Community.<br>3.3 Explain Food and beverage service. |

| | 3.4 Elaborate Facilities on information Technology. |
| | 3.5 Describe Transport facilities |
| 4. Planning and Process of MICE Management | 4.1 Identify the Types of Event. |
| | 4.2 Identify the building process and Set a Goal |
| | 4.3. Describe the program development and design. |
| | 4.4. Identify the selection process – site, venue. |
| | 4.5 Elaborate Event operating committee Selection |
| | 4.6 Explain Event Operating Committee conducting Training |
| 5. The Role of MICE in the Tourism Industry | 5.1 Identify Broader value of MICE: Educate and inform, Promote, Network / Social Attracting tourism. |
| | 5.2 Explain Improving the Destinations Image: Increase sales ,Improve performance |
| | 5.3 Describe Support the local community: New skills and knowledge, job creation, Infrastructure investment. |
| 6. Understand the Marketing of MICE | 6.1Explain the MICE Markets attractiveness |
| | 6.2 Describe the basic marketing mix theory |
| | 6.3 Define the customer buying behavior models |
| | 6.4 Describe Marketing Plan formulations. |
| 7. Understand the Budgeting of MICE | 7.1 Explain use of budget preparation. |
| | 7.2 Describe Estimating |
| | 7.3Elaborate Sponsorship and subsides |
| | 7.4 Explain Exhibit space rentals |
| | 7.5 Describe Conference program advertising fees |
| 8. Understand the legal issue in the MICE industry | 8.1Identify the safety and risk management. |
| | 8.2 Define negotiation point between the sponsor or organizer and suppliers |
| | 8.3 Describe the ethical behavior Practices in the MICE management. |
| | 8.4 Define the conference and event Industry in Bangladesh. |

**DEMONSTRATION:**

- Collect related Information data through Internet with Using of Computer/ Laptop
- Perform the task as per data sheet or instruction
- Demonstrate of PMS for Customer Management Systems (CRM)& Event Management
- Prepare the Event Management Report after field Visit
- Demonstrate the difference between meetings and conventions
- MICE ACITIVITY:

| **MICE Process and Management 1 (before the events)** | • Types of events |
| | • The bidding process |
| | • Set a goal |
| | • Program development and design |
| | • Negotiating and best deal |
| | • Work with convention Bureau / PCOs |
| | • Selection processes; site, venue, accommodations |

| | |
|---|---|
| | • Cast important guest speakers |
| | • Human resource plan and training; Event operating committee |
| | • Physical/Technical arrangement |
| | • Food and beverage plan |
| **MICE Process and Management 2 (during the events)** | • Setting Up |
| | • Registration |
| | • Welcome events and ceremony |
| | • Traffic strategy and solution |
| | • Effective site management |
| | Safety and Risk Management |
| **MICE Process and Management 3 (after the events)** | • Assessing and Measuring event success |
| | • Customer satisfaction |
| | • Client service |
| | • Vendor relations |

**TEXTBOOK/ REFERENCES**

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3. Event Management, Lynn Van Der Wagen& Brenda R Carlos,(2005), Pearson Prentice Hall
4. Successful Event Management By Anton Shone & Bryn Parry
5. Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid
6. Event management, a professional approach By AshutoshChaturvedi
7. Kilkenny , Shannon (2006) The Complete Guide to successful Event planning , Atlantic Pub . Group
8. Schaumann ,P.(2005) practical advice From an event planner . The to successful destination management wiley
9. Meeting Incentive Convention and Exhibitions (MICE) ,Dr.chloe Low .
10. Tourism Event , Impact , Hall C.M. Belham Press , London .

| | 69967 | **Responsible Tourism** | **T** | **P** | **C** |
|---|---|---|---|---|---|
| | | | **2** | **3** | **3** |

**COURSE DESCRIPTION:**

This course is design to introduce students to **Responsible Tourism**in Tourism Industry and will give students a fundamental understanding of these types of community based tourism and disseminate information to the tourist for performing responsible and sustainable tourism.

| Unit | Learning Outcome |
|---|---|
| 2. Understanding Fundamentals of Responsible Tourism | 2.1 Define Responsible tourism<br>2.2 Explain principals of Responsible Tourism<br>2.3 Describe Importance of Responsible tourism<br>2.4 Elaborate beneficiaries of Responsible tourism<br>2.5 Explain Brief socio-economic Impact of Responsible tourism |
| 3. Sours of information | 3.1 Identify reliable sources to collect information<br>3.2 Establish contact community people<br>3.3 Collect information from personal memory and experiences<br>3.4 Collect information through Watching TV, Videos, Films and listening to radios, books and other references<br>3.5 Collect Information from museum, cultural events, seminar & meeting.<br>3.6 Explain Specific eco-system in certain areas |
| 4. Provide Relevant Information | 4.1 Describe relevant information is accessed on ecological topics<br>4.2 Discuss Community History<br>4.3 Explain the information of art, culture and festivals<br>4.4 Describe knowledge on local costumes, custom and Habit<br>4.5 Relate the respect on religion and ritual issues<br>4.6 Explain resources & apply recycling procedures<br>4.7 Describe Craftsmanship & livelihood |
| 5. Provide Relevant Information | 5.1 Describe relevant information is accessed on ecological topics<br>5.2 Discuss Community History<br>5.3 Explain the information of art, culture and festivals<br>5.4 Describe knowledge on local costumes, custom and Habit<br>5.5 Relate the respect on religion and ritual issues<br>5.6 Explain resources & apply recycling procedures<br>5.7 Describe Craftsmanship & livelihood |
| 6. Collect & Disseminate specialized ecological information | 6.1 Collect accurate information and deliver to the guest<br>6.2 Identify the information on the basis of tour program<br>6.3 Explain Sustainable and community-based tourism relevant Information<br>6.4 Describe Information in a responsible manner<br>6.5 Elaborate environment, community values and ethics. |

| Unit | Learning Outcome |
|---|---|
| 7. Collect & Disseminate specialized ecological information | 7.1 Collect accurate information and deliver to the guest<br>7.2 Identify the information on the basis of tour program<br>7.3 Explain Sustainable and community-based tourism relevant Information<br>7.4 Describe Information in a responsible manner<br>7.5 Elaborate environment, community values and ethics. |
| 8. Organize latest information of destinations | 8.1 Explain latest destination information on responsible tourism aspects<br>8.2 Identify updated information on the basis of tour program<br>8.3 Justify the source of authentic latest information of the destination<br>8.4 State the information to avoid the negative impact for the destination<br>8.5 Explain Information of destination to carry the image of the society. |
| 9. Prepare interpretive content | 9.1 Describe Contents of Responsible tourism<br>9.2 Prepare contents according to the principles of interpretation<br>9.3 Describe Bangladesh's Geology and physical geography<br>9.4 Explain Preservation and conservation issues on the basis of responsible Tourism.<br>9.5 Describe prevailing Indigenous community<br>9.6 Mention Interpret culture & religion issues |
| 10. Ensure Themes and activities | 10.1 Explain the tour activities of responsible tourism.<br>10.2 Describe Incorporate the activities according to biological knowledge and ecological principles.<br>10.3 Elaborate Incorporate educational and interpretive themes and messages into responsible tourism activities.<br>10.4 Develop activities to include focus on the relationship between key theme and relevant parts of the eco-system.<br>10.5 Generate Themes and activities in accordance with responsible tourism code of ethics<br>10.6 Explain responsible tourism during Jungle trekking, Community walk, Boating& Hiking. |
| 11. Ensure community based tourism | 11.1 Define Community Based Tourism<br>11.2 Mention Interaction and interpretation of community aspects are incorporated into community based tourism activities.<br>11.3 Develop activities focusing on the relationship between key themes and relevant aspects of the community.<br>11.4 Prepare content according to the principles of interpretation showing respect to the community.<br>11.5 Identify the local community, demography, geography and indigenous community aspects during the operation of community based tourism.<br>11.6 Explain Themes and activities according to community culture. |
| 12. Interpret the basics ofbio- | 12.1 Define Bio-diversity, conservation, biotic and physical |

| | environment. |
|---|---|
| diversity and conservation | 12.2 Explain the purpose and role of biodiversity. |
| | 12.3 Mention the Important terminologies of bio-diversity and conservation. |
| | 12.4 Interpret the rules and regulations of eco-destinations |
| | 12.5 Explain the pre-determined protected eco-destinations to the tourist. |
| 13. Sustainability for Responsible tourism | 13.1 Define sustainable Tourism |
| | 13.2 explain sustainability in responsible tourism |
| | 13.3 State sustainable responsible tourism for sustainability |
| | 13.4 Identify typical cultural value for sustainable tourism |
| | 13.5 Describe unethical activities by the tourist's |
| 14. Provide eco-tour related services under Responsible tourism | 14.1 Identify the eco-tourism services |
| | 14.2 Describe Eco-tourism related information to the tourist. |
| | 14.3 Interpret eco-friendly activities to the tourist |
| | 14.4 Describe impact of non-eco-friendly activities to the tourist. |
| | 14.5 Establish rapport building with local community and stakeholders. |
| | 14.6 Justify the impact of eco-tourism in environment, culture and society |

**PRACTICAL:**

1. Perform responsible tourism during Jungle trekking, Community walk, Boating& Hiking
2. Demonstrate recycling procedures
3. Organize tour activities of responsible tourism.
4. Express updated information on the basis of tour program
5. Organize rapport building with local community and stakeholders
6. Design the Important terminologies of bio-diversity and conservation

**TEXTBOOK/ REFERENCES**